

Message Text

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C O N F I D E N T I A L DOHA 0530

E.O. 11652: GDS
TAGS: BEXP QA US
SUBJ: US ARCHITECTUAL FIRM WINS MAJOR CONTRACT IN QATAR

REF: DOHA 0158; STATE 88435

1. SUMMARY: WILLIAM PEREIRA, US ARCHITECTUAL FIRM, HAS WON DESIGN CONTRACT FOR \$80 MILLION HOTEL/CONFERENCE CENTER IN DOHA. PEREIRA'S SUCCESS IS MAJOR BREAKTHROUGH FOR US FIRM IN FIELD HERETOFORE ALMOST COMPLETELY COMINATED BY BRITISH INTERESTS. PEREIRA'S OWN FORESIGHT, PLUS QUALITY AND SPEED OF HIS WORK, WERE PRINCIPAL FACTORS IN WINNING OF CONTRACT.
END SUMMARY

2. US ARCHITECTUAL FIRM WILLIAM L. PEREIRA ASSOCIATES OF LOS ANGELES, HAS WON DESIGN CONTRACT FOR APPROXIMATELY \$80 MILLION HOTEL/CONFERENCE CENTER IN DOHA. WILLIAM L. PEREIRA, FIRM'S CHAIRMAN, VISITED DOHA APRIL 27-MAY 3 TO MAKE PRESENTATION TO GOQ. PEREIRA INFORMED EMBASSY THAT HE WAS TOLD BY GOQ THAT JOB WAS HIS AND FEES AND OTHER DETAILS OF THE CONTRACT WOULD BE ARRANGED WITH PEREIRA REPRESENTATIVE WHO WOULD COME TO DOHA IN NEAR FUTURE. PEREIRA IS DISPLACING BRITISH FIRM LLEWELYN DAVIES WHICH HAD ALREADY BEEN AWARDED DESIGN CONTRACT, BUT WHOSE WORK UNSATISFACTORY TO AMIR. THERE IS POSSIBILITY THAT SOME ARRANGEMENT WILL BE MADE BY GOQ FOR CONTINUING LLEWELYN DAVIES' ROLE IN PROJECT IN VIEW OF GOQ'S PREVIOUS COMMITMENT.

3. THERE HAS BEEN NO PUBLIC ANNOUNCEMENT OF AWARD TO PEREIRA AND THERE PROBABLY WILL NOT BE ONE. ABOVE INFORMATION IS
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CONSIDERED SENSITIVE BY BOTH PEREIRA AND GOQ AND, THEREFORE,

SHOULD BE CLOSELY HELD.

4. WHILE IN DOHA, PEREIRA WAS INVITED BY GOQ TO CRITIQUE ANOTHER LLEWELYN DAVIES' PROJECT, A NEW 600 BED HOSPITAL WHICH IS ALREADY UNDER CONSTRUCTION. PEREIRA WAS JOINED IN HIS CRITIQUE BY DEAN OF AMERICAN UNIVERSITY OF BEIRUT'S MEDICAL SCHOOL AND AUB HOSPITAL ADMINISTRATOR. ACCORDING PEREIRA, HE AND AUB REPS SHREDDED LLEWELYN DAVIES DESIGN, WHICH HE SAID FOR 1950 MODEL LABOR INTENSIVE HOSPITAL WHICH EXACTLY OPPOSITE OF WHAT LOCAL REQUIREMENTS DEMANDED. PEREIRA SAID HE HAD BEEN ALSO ASKED TO CRITIQUE ANOTHER BRITISH-DESIGNED PROJECT, A NEW AIRPORT TERMINAL, BUT HE HAD DECLINED TO DO SO ALTHOUGH HE REMARKED THAT THIS AGAIN WAS OBSOLETE DESIGN WITH WHICH QATARIS DISPLEASED. ALTHOUGH CONSTRUCTION CONTRACT FOR AIRPORT HAS BEEN GIVEN TO INDIAN FIRM, WORK HAS NOT AS YET STARTED AND PEREIRA BELIEVES PROJECT HAS BEEN ORDERED STOPPED. US CONSTRUCTION FIRM, PERINI CORPORATION, BID UNSUCCESSFULLY ON AIRPORT PROJECT.

5. COMMENT: PEREIRA HAS NOW OBTAINED DESIGN CONTRACTS FOR THREE MOST IMPORTANT SHOWPIECE PROJECTS HERE, HOTEL/CONFERENCE CENTER, "NEW DOHA" AND GULF TOWER. THIS IS FIRST MAJOR INROAD IN ANY FIELD HERE BY US FIRM, AND REPRESENTS BREAKTHROUGH IN WHAT WAS HERETOFORE LARGELY BRITISH PRESERVE. PEREIRA'S SUCCESS BASED ON HIS PERSONAL WILLINGNESS TO SPEND SOME TIME IN QATAR AND HIS FORESIGHT IN TAKING ON SMALL PROJECT TO BEGIN WITH. WE HOPEFUL THAT HIS PRESENCE HERE WILL BRING IN OTHER US FIRMS, WHO COULD PROFIT BY HIS EXAMPLE. CONCERNED GOQ OFFICIALS HAVE TOLD US THAT THE AMIR HIMSELF WAS DAZZLED BY QUALITY OF PEREIRA'S WORK AND SPEED WITH WHICH HE PUT HIS PROPOSAL TOGETHER. PEREIRA CAME UP WITH WINNING DESIGN IN SIX WEEKS, WHEREAS COMPETITORS HAD BEEN MONKEYING WITH PROJECT FOR ALMOST TWO YEARS.
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